

The NAU Green Fund

 Student money at work

Green Fund Mission Statement:

“The NAU Green Fund promotes student participation in and provides funding for projects that reduce NAU’s negative impact on the environment and create a culture of sustainability on-campus.”

Requirements for funding:

** All approved applicants must present their deliverables at the annual Green Fund Symposium*

** The Green Fund distributes funding on a reimbursement basis. Project Teams must partner with an administrative office to provide upfront funding for the project. Once the project has met its agreed upon deliverables, the administrative partner will be reimbursed by the Green Fund.*

** All NAU community members may submit a project application including: students, faculty and staff. All projects must focus on student involvement.*

Complete the application template:

- Page 1. Executive Summary
- Page 2. Answers to 8-Criteria
- Page 3. Application Information
- Page 4. Detailed budget
- Page 5. Project timeline, including milestone

Complete following attachments if appropriate:

- Page 6. Any and all necessary permits, permissions, or approvals
- Page 7. Operations & Maintenance Plan addressing:
 - i. Necessary maintenance schedule and duration
 - ii. Individuals responsible for the maintenance
 - iii. Any and all costs associated with the maintenance
- Page 8. Project Evaluation Plan

Executive Summary

Project Leader Name, Phone, and E-mail: Janice Baldwin-Rowe, (207)-248-1257, jbb273@nau.edu

Project Advisor Name, Phone, and E-mail:

NAU Department/Unit for funding reimbursements (Attach letter of commitment from departmental representative): Health Promotions

Please provide contact information and a brief overview of your proposal. Please address how this project will support the goals of the Green Fund (student involvement, creating a culture of sustainability, and lessening NAU's impact)

Currently, the commercial menstrual products that are available to menstruating individuals are pads, tampons, and liners. These products consist of 90% plastic, contributing a significant amount of plastic waste to the environment. In the United Kingdom, menstruating individuals produce an average of 200,000 tons of plastic waste per year from menstrual products. This means every individual is throwing away about 20,000 disposable menstrual products in their lifetime, which is a significant amount of plastic. In addition to the environmental consequences, there are several health concerns associated with the use of pads and tampons. Tampons have been linked to toxic shock syndrome, which can be fatal. Additionally, many disposable menstrual products are bleached or contain chemicals that may harm an individual – several of the chemicals found in mainstream pads and tampons have been found to be carcinogenic. Additionally, pads and tampons are made of materials that can interfere with the body's natural levels of moisture and pH level.

One way to combat the issues associated with disposable menstrual products is with menstrual cups. Menstrual cups are silicone grade cups that offer a more sustainable, healthy way for individuals to handle their menstrual cycle. The cups can be cleaned and reused for several years, eliminating the waste generated by disposable menstrual products. Additionally, while menstrual cups have been associated with toxic shock syndrome, the risk when using menstrual cups is much lower than when using tampons. As menstrual cups are made of medical grade silicon, there is no risk for harmful chemicals to leach into the body, and the pH and natural moisture level of the body is left unaltered. There are also financial benefits to using menstrual cups – using disposable products, the average individual will spend upwards of \$2,000 on pads and tampons throughout a lifetime. Most high-quality menstrual cups cost \$20-\$30 dollars, and only need to be replaced every 5-7 years. By converting to a reusable menstrual cup, individuals can save (quite literally) thousands of dollars. Lastly, many individuals report higher levels of satisfaction when using menstrual cups than when using disposable menstrual products. One medical study reported that 91% of participants said they would continue to use a menstrual cup over other menstrual products.

By partnering with the Health Promotion Office, I believe we could create a campaign that would both empower women and promote sustainability on campus. I have developed a distribution plan that would allow for students to receive free menstrual cups, without just giving away menstrual cups to students that would not utilize them. My plan is for the menstrual cups to be distributed through Health Promotion, and students must visit the Health Promotion Office to receive their cup. To get a free cup,

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students must fill out a brief survey, which will allow for Green Fund and Health Promotion to collect data on the success of the project. Additionally, students will be given information sheets by the Health Promotion Office when they go to get their menstrual cup. This way, we are informing the student body about sustainability and women's health, and not just giving them a menstrual cup. In partnership with the cup distribution, I envision a marketing campaign with tabling events, flyers, and outreach around campus. This will be essential to informing students about the cups, as well as an opportunity to do outreach on waste elimination in day to day life.

Sources:

<https://www.wen.org.uk/environmenstrual/>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4556184/>
<http://menstrualcup.co/why-use-a-menstrual-cup/ecological/>
<https://www.womenshealth.gov/menstrual-cycle/menstrual-cycle-resources>
<https://www.cdc.gov/features/7things-womens-health/index.html>
<https://dotforall.com/shop/spp4mrvx7lboxbn56gh3uwymmmeun>

8 Criteria

Please address how your proposal meets these criteria.

Relationship to Carbon Neutrality/Green Fund Goals

1. Alignment with NAU's Carbon Neutrality Goals - Please review the Sustainable Action Plan for the University and identify how your project aligns with the goals of the SAP (available in the downloads tab of the Green Fund website).
 - a. The project encourages discontinuing the use of single use pads and tampons that contribute to mass amounts of waste. Manufacturing pads and tampons, as well as the packaging they come in, contributes to carbon levels in the atmosphere. By limiting plastic and paper use through the menstrual cups, NAU is helping to reduce the amount of carbon being released into the atmosphere from the manufacturing and disposal of non-reusable menstrual products.
2. Impact - What are the environmental costs and benefits associated with this project?
 - a. Although menstrual cups are a great alternative to disposable products, they do generate some waste and emissions. This occurs in manufacturing the cups themselves, distribution,

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resources used to clean the cups (water, soap, wipes), and the paper information sheets that will be handed out to students along with the menstrual cups themselves.

- b. The positive effects include reducing the amount of menstrual waste entering the environment through landfills. If an individual uses just one regular, 36-piece box of tampons per period, that's 4,320 tampons used over the course of 10 years, and that's just one person! This project aims to cut that number to as close to zero as possible for willing participants, and it also strives to encourage people to participate!

Campus Community

3. Visibility - Is there a public outreach plan? How will faculty, staff, students learn about this? How will this project impact students educationally?
 - a. There will be a public outreach plan. Social media, tabling, and general publicity around campus will inform both students and staff. The event will be a partnership with Health promotions, so there can be multiple groups tabling (student health clubs and Green Fund). Additionally, Health Promotion can advertise the cups in their own social media and website outreach. It would be great to hold a Green Fund event where the cups could be distributed as well. Lastly, by also distributing an informational piece with the cups, students can learn more and tell their friends about the benefits of converting to a menstrual cup.
4. Meets Student Priorities - Based on the survey results, does your project contribute to one or more of the student priorities? (Please see most recent survey results, available in the downloads tab of the Green Fund website)
 - a. This projects doesn't directly meet the priorities of the student's surveyed in the @-15 welcome week survey, but it does aim to reduce waste which is one of the priorities. Reducing waste also has the same effect and end goal as recycling, which is another student priority.
5. Campus Community Involvement - Have you considered and identified departments, programs, faculty, staff, student groups, etc. that might be involved or interact with your project? What campus connections can you make through this project?
 - a. Connections with Health Promotions will be made stronger as the awareness of the interconnectedness of personal and environmental health grows. This also involves all students who experience menstruation and are interested in receiving a menstrual cup. I've also done outreach to UA and ASU. While they may not be directly partnering with us, it has strengthened the relationship between our universities and created a foundation we can continue to build on.
 - b. The company, DotCup, donates a menstrual cup to every cup purchased. Although this doesn't directly affect NAU, it does have huge impacts around the world. In this way, we can

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better the lives of women globally who are struggling to deal with their menstrual periods in a hygienic manner.

Project Parameters

6. Economic Feasibility - Is your project financially efficient? Is this a one-time expense or will you need future funding? Does the project have additional funding sources?
 - a. This is feasible and a one-time expense, unless health promotions wishes to purchase more cups after the purchased run out, or someone wishes to add an addendum to this proposal asking for more cups. This all depends on how fast the cups run out and what the demand is like for them.
7. Program Longevity - Is this program/project repeatable? How and by whom would the project continue in the future?
 - a. The project is repeatable by health promotions or anyone wishing for more cups/other sustainable menstrual products to be available.
8. Reasonable Timeline - How long will it take to implement your project? What is your timeline for when you will start and when you expect to begin to see results?
 - a. This project should be able to be completed within the 2018/2019 school year. Contact with Health Promotions has begun as of mid-October, 2018. The goal is to place the order for the menstrual cups themselves by the end of February 2019, and start the marketing campaign and distribution at the start of Spring 2019 semester.

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Application Information:

Please answer the following questions:

1. Is this project the current responsibility of any NAU Department?
 - a. If Yes, please identify:
 - i. no
2. Have you obtained all necessary approvals for this project?
 - a. If Yes, please attach all signatures and permits.
 - b. If No, please prepare to obtain these prior to funding dispersal.
 - i. Yes (Health Promotion)
3. Will this project provide funding for student wages?
 - i. No
4. Does this project have additional funding sources?
 - a. If Yes, please identify all sources of funding and amounts:
 - i. No
5. Does this project develop a new technology or improve an existing technology?
 - i. no
6. Has this project been submitted for consideration before?
 - a. If Yes, please ensure that all requested revisions have been addressed in the narrative.
 - i. no
7. Have any of the Green Fund Committee members been involved in this project?
 - a. If Yes, please identify all committee members:
 - i. Yes
 1. Janice Baldwin-Rowe, secretary
8. Does this project involve the development (i.e., conception, proof of concept, reduction to practice, etc.) of intellectual property?
 - i. no

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Detailed Budget:

For the detailed budget, please include detailed information on how money will be spent on this page. Must be very specific, **please add a line item of 5% for contingency.** Example Below:

Item	Price per unit	Number of units	Shipping and handling	total
Menstrual cups	\$17.50	1,200	0	\$21,000
Tax on cups	\$2.00	1,200	0	\$2,400
5% Contingency	\$0.975	1,200	0	\$1,170
				\$24,570

*****Planning to fund this project internally, no reimbursement process (one-time fee). Needs to be \$25,000 or less unless using bidding process.**

Timeline:

The timeline should include significant implementation dates for your project.

Example below:

October 2018	Propose project to Health Promotion Office	Janice
January 2019	Submit proposal to Green Fund committee, secure funding approval and letter of approval from Health Promotion	Janice & Josh (funding)
February 2019	Start distribution from Health Promotion Office, marketing campaign. Hold event to distribute cups.	Janice in collaboration with Dot International and Health Promotion
February-May 2019	Continue distribution/gathering data to determine success level of project. Health promotion takes over distribution and advertising.	Janice in collaboration with Dot International and Health Promotion

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